



February 2020

Wine - Ireland

“The growing popularity of smaller packaging formats in recent years provides brands with opportunities to position ‘single-serve’ bottles of wine as an indulgent and permissible treat that consumers can enjoy with a meal or relaxing at home while moderating the amount of alcohol they drink.”

– James Wilson, Research ...

January 2020

Milk and Milk Alternatives - Ireland

“The growing media attention around the impact animal milk has on the environment has seen Irish consumers increasingly switch to milk alternatives. Highlighting the steps that they are taking to reduce their carbon footprint will enable milk producers to demonstrate their green credentials to increasingly eco-conscious consumers.”

– James ...

Upcoming Reports

**Free-from Foods - Ireland -
December 2020**

**The Ethical Food Consumer -
Ireland - October 2020**

**Butter and Spreads - Ireland -
August 2020**

**Consumer Snacking Habits -
Ireland - June 2020**

**Prepared Meals - Ireland -
November 2020**

**Chilled vs. Frozen Foods - Ireland
- September 2020**

**Water and Juice Drinks - Ireland -
August 2020**

Cheese - Ireland - April 2020